

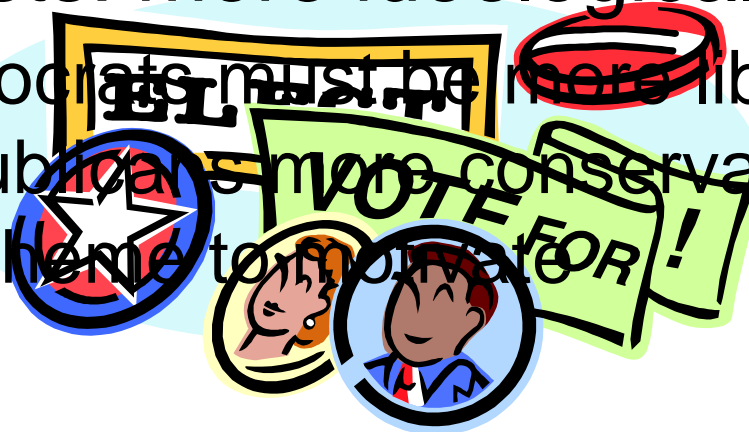
Primary v. General Elections

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Primary Elections & Caucuses

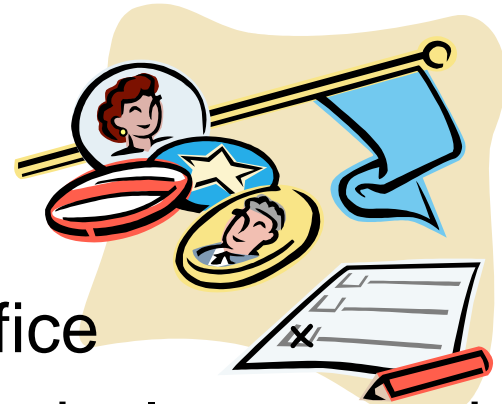
- Designed to choose each party's nominee
- To win: mobilize activists that give money, do volunteer work, and attend local caucuses
- Activists: more ideological than voters
 - Democrats must be more liberal, Republicans more conservative, in both tone and theme to motivate



Iowa Caucuses

- First real test of candidates- doing poorly puts candidate at disadvantage for rest of campaign with:
 - Media attention
 - Contributor interest
- Iowa participants not representative of followers of party in state or nation- Democrats tend to be more liberal
- Run different than other elections
 - Republican caucus- don't need to prove to be Republican or voter
 - Democratic caucus- not an election; candidates & supporters stand in different corners of room and persuade people to leave one group to join another.
 - No group with >15% choose delegates- join larger groups

General Elections



- Picks winner who will hold office
- Candidates move from ideological extreme, in order to win activist support, to ideological center, in order to win voter support
- Typical voter dislikes both candidates, so casts a “clothespin vote”- votes for less objectionable of the two
- Ex. 2004- Kerry denounces war in Iraq to defeat Dean, then backed away from antiwar stance; 1972- McGovern maintains liberal views, defeated by Nixon

Position Issues

- Rival candidates have opposing views on question, also divides voters
 - Ex. 2004- Bush supported putting Social Security \$\$ into private accounts, Kerry opposed
- Party realignments based on differing issues
 - Ex. 1860s- slavery; 1890s- high/low tariffs & make \$ cheaper; 1960s- civil rights legislation

Valence Issues

- Voters not divided on issue; look for candidate that **seems** most closely linked to universally shared view
- Quite common: 1968- Nixon **seemed** more supportive of anti-crime measures; 1976- Carter **seemed** more likely to favor honesty in government; 1984- Reagan **seemed** more closely identified with strong economy; 1988- Bush **seemed** more closely linked to patriotism
- Key word “**seemed**”- how voters perceived winners



- Increased in importance due to:

Television

- Senatorial and presidential campaigns now largely use broadcasting.
- Important to project popular symbols & manipulate widely admired images
- Try to show they are likeable & rely on televised portraits of their similarity to ordinary people
- Has not replaced parades, rallies, “whistle-stop” train tours, & shaking hands at public locations
- Heard by everybody- candidate speaks in generalities to avoid offending anyone
- Most visible example of technology’s effect on campaigns
 - Ex. 1996- Big TV networks provide free time to “major” candidates- denied to minor, 3rd parties

Television (cont.)

Spots

- Short TV ads
- More effective in primaries than general elections
- Effect (if any) is subtle & hard to detect
- Candidate can increase visibility
- Ex. 1976- Carter in primaries

Visuals

- Campaign activity that appears on a news broadcast
- Vital part of campaign- cost little & may have greater credibility to viewers as “news”
- Activity must be newsworthy (no speeches)
- May give less information- opposite of viewer belief

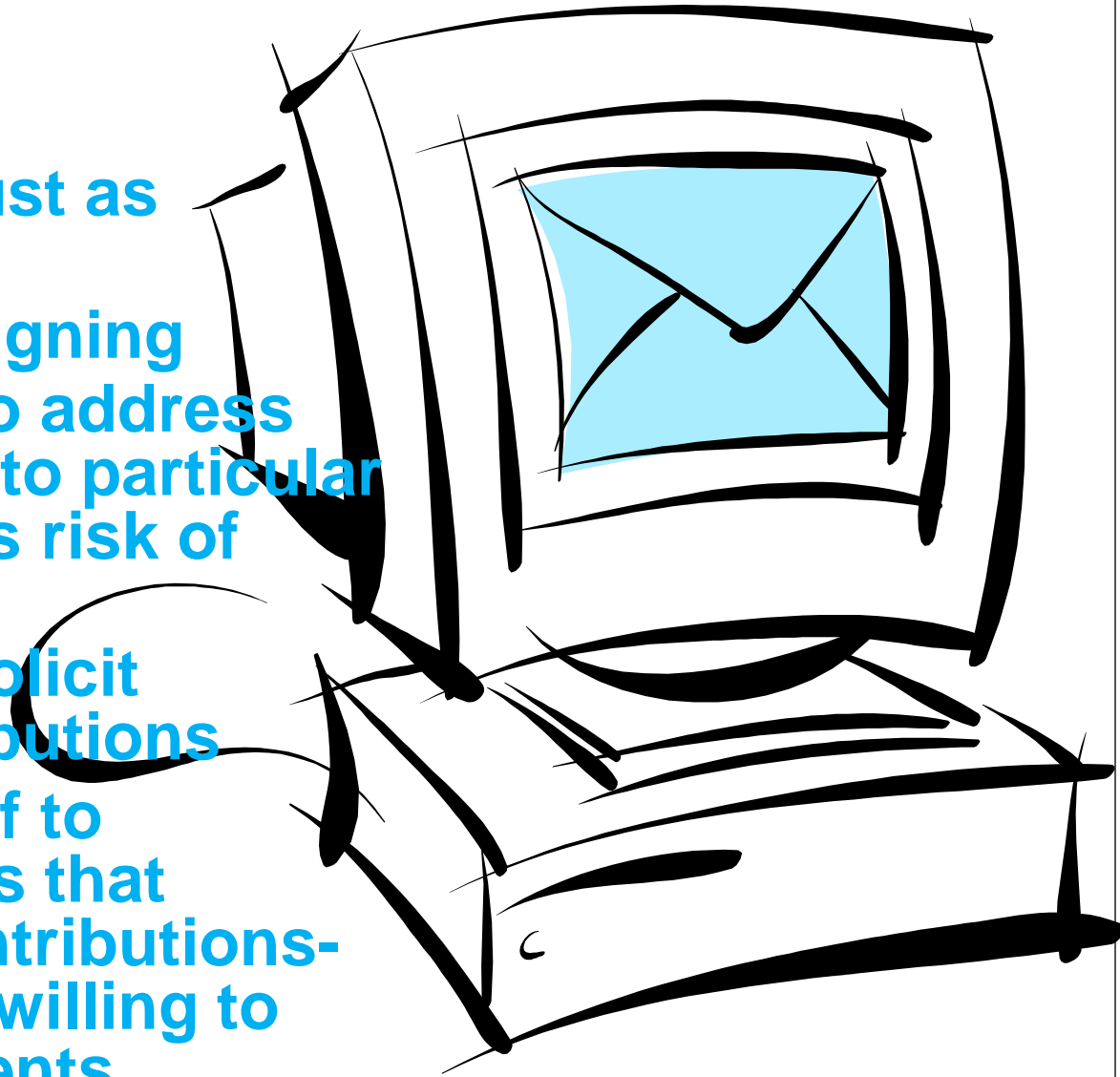
Campaign Debates



- Incumbents (well-known) candidates have no reason to debate their opponents- only gives publicity to lesser-known rivals
 - Ex. 1960- Nixon & Kennedy; 1976- Ford & Carter
- Risky- slips tarnish campaign
 - Ex. 1976- Ford implies Poland not part of Soviet bloc, Carter admits to lust in *Playboy* interview; 1980- Reagan says trees cause pollution
- Avoid long, fact-filled speeches, rely on stock speeches- set campaign theme & ability to string together applause-getting lines

Internet

- Less visible, but just as important
- Direct-mail campaigning
 - Candidate able to address specific appeals to particular voters easily-less risk of offense
 - Able to rapidly solicit campaign contributions
- Internet lends itself to ideological appeals that motivate small contributions-not all candidates willing to make such arguments
- “The List”- guarded as if a military secret



New Style of Campaigning

- Consequences:
 - Not more manipulative
 - Become divorced from process of governing
- Party leaders who ran campaigns would take part in government upon victory- had to worry about getting candidate reelected
- Modern consultants take no responsibility for government- may be working for someone else come next election

